

## Diplomat and His Car Pose for the Films



This is Brand Whitlock, United States Minister to Belgium. He is being filmed as he steps from a Willys-Knight limousine, made in his home town of Toledo.

## 'AUTOMATICS' MAKE FOR BETTER CARS

Machine Tools Have Improved With Auto Builders' Needs.

## METHODS VASTLY BETTER

Motorists generally are familiar with the influence and industrial practices largely responsible for the motor car's present high state of development and for the common tendency toward a downward revision of price schedules.

The economic advantages incident upon the adoption of standardization programmes in both manufacture and marketing, and upon the virtually universal movement toward increased production and the elimination of irregular models, are fairly well known. But there remains another direction of development in the industry, concerned with the methods of manufacture, of which laymen are commonly unaware, and which has exercised quite as significant a force upon the whole project as those better recognized.

The motor car's structural changes from the time of the chain drive, kerosene lighted, single cylinder machine to the perfected multi-cylinder automobile of today have demanded of motor car engineers no greater mental effort than has the necessity of providing means for effecting these changes. In other words, the design of the motor car itself records no greater development than that accomplished in the machinery and equipment which produces the result of such design. Machine tools of today are as far different and advanced from those of ten years ago as the automobile of today is superior to its predecessor of that time.

This development has been brought about not so much by the makers of such tools as by the automobile engineers themselves. As every advancing step in the industry was a pioneering venture, they were forced to analyze their own needs for production, conceive the remedy and teach the builders of machine tools to supply it. The outcome has been the evolution of machinery to accomplish results which in another field perhaps would have been considered impossible. In one sense, this process worked an automatic elimination among motor car producers, but to the general benefit of the industry and the purchaser. For although concerns of limited resources were forced to drop behind in the competition of progress, these companies which were sufficiently fortified financially were encouraged to continue the work and to equip their plants with the latest types of machines as fast as they appeared. They were enabled to produce a better result, in larger quantity, with a reduced force of men and the consequently lowered cost of manufacture permitted the public to purchase better automobiles at a much lower figure.

Coincident with the changes in pro-

duction methods was the development of efficiency in the manufacturing plant itself. The workman was schooled and drilled in his special task and became most proficient in his own particular direction, and by virtue of this schooling and systematic supervision he was brought to produce a better article in less time.

The effect of this feature is not confined to the motor car alone but worked an influence on its equipment as well. In the matter of tires, for example, it is clearly shown. A few years ago the automobile manufacturer paid twice as much as now for tires vastly inferior in construction and wearing qualities to those of today. And a similar ratio of cost and quality is seen in other equipment.

No one portion of the automobile industry has been affected by the steady programme of increase in efficiency and decrease in cost. It has been general. It has included the very cheap cars and those of the intermediate prices, as well as the highest grade type of vehicle. Its direct and significant consequence has been that the manufacturer can produce and the purchaser can buy today a superior vehicle for about one-half the price demanded a few years ago.

## NEW KING 8 MODEL.

Larger Car With Better Lines for the Coming Season.

"The surprise which it has been predicted the King Motor Car Company would announce has become known in an official statement from the factory," says S. S. Toback, the local dealer. "When it was declared that in addition to their five passenger eight cylinder model they would also manufacture for the coming year a larger eight cylinder chassis mounting either a seven passenger touring, five passenger roadster or five passenger sedan body."

"The car has been undergoing severe tests at Uniontown, Pa., Pittsburgh, Cincinnati and in the Rocky Mountains of Colorado. The first of the new models will make their appearance at the New York Automobile Show and will be shown at all the automobile displays to be held during the next three months.

"The price of the five passenger eight cylinder King remains at \$1,150; while the factory list price on the seven passenger touring car and the five passenger roadster will be \$1,250, and on the five passenger sedan \$1,350. The new King has a 3-inch bore and 5-inch stroke motor, 120-inch wheelbase, 34x4-inch tires and a number of mechanical changes.

"The body lines are entirely new, being of that graceful type, which has caused so much favorable comment for the White and Mercer. The lines on the new King merge from the hood to the cowl gradually sloping upward and outward till they end in a full rounded back, which, in its breadth and pleasing lines, gives the impression of ease and comfort on the road. Crowned fenders and rounded skirt further carry out the soft body line effect. The two auxiliary seats in the touring car fold into the back of the front seat and in the roadster into the rear deck.

"In the motor for the new King stand-

## PEERLESS CAR IN PROMINENT HOTELS

Silver Takes Space at Waldorf, Plaza and Ansonia for New '8."

The new Peerless eight-cylinder car will make its debut not only at the Grand Central Palace Automobile Show next week, but C. T. Silver, the New York distributor, has taken space in several prominent hotels to display the car. At the Waldorf, he has leased the Turkish Room, where the car will be shown with Oriental surroundings. At the Plaza the car will occupy the centre of the Lounge at the entrance to the grill room, and at the Ansonia the car will be shown in the lobby of this family hotel.

The car of course can be seen in the Grand Central Palace show week, and also at C. T. Silver's main showroom at Fifty-seventh street and Broadway, and at the Silver branches in Brooklyn, Newark, The Bronx and Yonkers. The new model, those who have seen it say, is most remarkable automobile value. The car which rates at 33 horsepower, A. L. A. M. rating, develops 80 brake horse-power, at 2,500 revolutions. It has an eight-cylinder motor, 3 1/2 bore by 5 inch stroke, and "V" type cylinders are set at ninety degrees. Gasoline feed is by vacuum system, with auxiliary tank in dash and the equipment, which is very complete, includes extra rim, parabolic head lamps with extra small lamps out of focus for city driving. Motor driven tire pump and clear vision ventilating windshield.

The car is not an assembled product, but is designed and built by Peerless engineers, from special metals, manufactured and produced under the direction of the Peerless metallurgical department, long famous for its heat treatment of metals.

## DISTINGUISHED BUYERS.

Champ Clark and A. L. Mohler Among Purchasers of Overland 8's.

The past few months Overland dealers have reported an increasing number of sales to prominent and wealthy people who might heretofore have been considered prospects only for far higher priced cars.

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## MARMON IS 'MYSTERY' CAR NO LONGER

"Unnamed" Machine in Trade Papers Revealed as Light Weight New Model.

The trade press has been running for two months advertisements of a car fully described, but with no name given. It develops now that the car is a Marmon, the product of Nordyke & Marmon Company of Indianapolis. The Marmon company had planned to keep the car secret until the opening of the New York show, but inquirers got so insistent upon knowing the name of the "mystery car," as it has been termed, that it was decided to unveil the mystery.

It is stated that the new Marmon is a distinct innovation in automobile construction, that it marks the beginning of a new method of construction and the more extensive use of lighter materials. It is understood that for the first time aluminum is used for motor cylinder construction. It is true that some experimenting has been done by engine manufacturers in putting out a few engines with aluminum used very freely in the construction, but that the Marmon is the first car to use it as standard.

The new car is 1,000 pounds lighter than the great majority of cars of its class. There is much aluminum employed and much high tensile steel in this section. From the motor to the rear axle no single opportunity has been missed where there was a chance to increase efficiency and reduce weight.

The car is thus described: "As a performer on the road its accelerative power of high gear is indicated by its ability to speed up from ten to fifty miles an hour in substantially less than 18 seconds. Its maximum speed is between sixty and seventy miles an hour, it seats seven passengers with the comfort which is exclusive of the most expensive cars, and it has an unexcelled ease of steering and control."

Not alone is the engine a feature of the car, for there is to be found new constructional ideas in almost every part of the car. For instance, the frame is different from ordinary. It is of deep section, higher carbon point steel, of weight than the usual frame. The touring car body, aside from being made of aluminum, is also interesting in that it is made in three sections—cowl, front seat and rear seat. Each of these sections bolt direct to the frame, without sills, so that the car has a low, distinctive appearance, yet the passengers have plenty of room and sit at a comfortable height.

The rear spring construction is also a feature, since the springs are mounted transversely at the end of the frame, running crosswise at the rear of the body and of such construction, it is said, that side sway is eliminated by an almost vertical spring motion. The transmission case is in a brand new location—on the forward end of the torque tube, being held by a ball and socket joint to a cross member of the frame.

## CADILLAC ATTAINS SPEED.

Covers Mile on Florida Beach at Rate of 95.2 Miles an Hour.

Ninety-five and two-tenths miles an hour was the rate of travel attained by a Cadillac eight on the beach at Jacksonville, Fla., recently. The test was made over a measured mile in 37.45 seconds.

The car was driven over the course by several different drivers at speeds exceeding ninety miles an hour, the record time being made by Mr. Leonard of the Claude Nolan organization, Jacksonville.

The event was one of the closing features of a two days convention of the southeastern Cadillac dealers held in Jacksonville, presided over by Sales Manager E. C. Howard and his assistant, Lynn McNaughton.

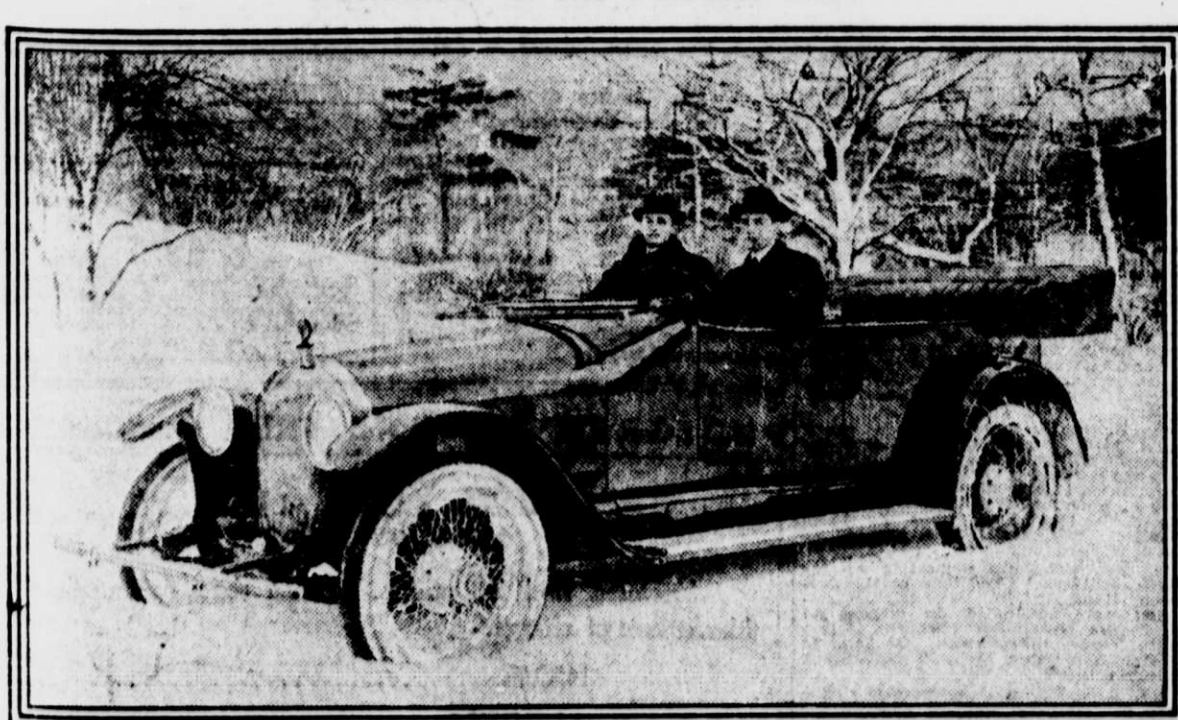
## Hupp Business Increases.

According to Lee Anderson, sales and advertising manager of the Hupp Motor Car Company, the Hupp business for November was over 97 per cent greater than November, 1914. "Despite all troubles during the summer and fall," he has produced so far for our 1916 season 10 per cent more machines than for the same period a year ago," said Mr. Anderson. "Although every month since June has been a record breaker for the Hupp company as far as production is concerned our orders are presaging that we will have no time to catch up with our selling organization."

## Saxon Shipments Show Big Gain.

Figures just made known show an increase of more than 1,000 per cent in shipments of Saxon cars during November over the record made in the same month a year ago. It has also been announced that the month of December opened with orders on hand for 1,300 cars, specifying earliest possible delivery. The business, according to information received, is approximately equally divided between the six cylinder and four cylinder models.

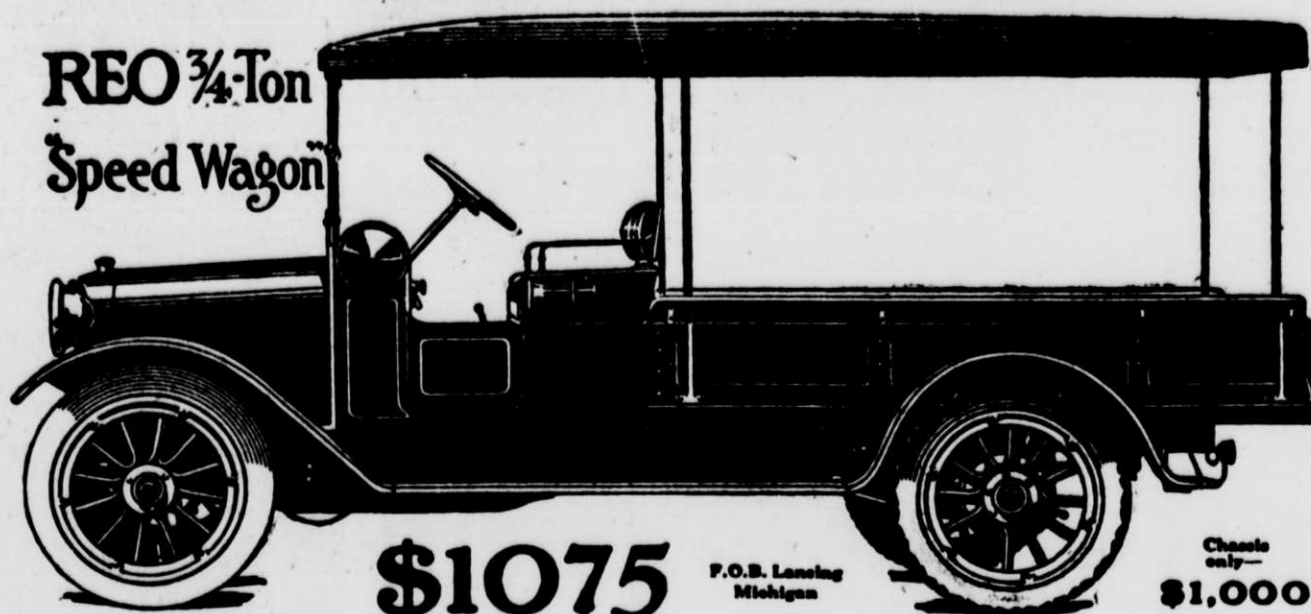
## Pathfinder in the Pathless Snow



In this Pathfinder car are the Sealer brothers, local dealers in the same. They ran out into Central Park just after the recent snow stopped falling to be snapped.

# REO

REO 3/4-Ton Speed Wagon



\$1075

F.O.B. Lansing Michigan

Chassis only \$1,000

## Broaden Your Territory—Increase Your Business

**NO MATTER WHAT YOUR LINE**—whether a manufacturer or a wholesaler; a supply house, retailer or contractor in the city; farmer—specializing in dairy stock or a general agriculturalist; no matter which of a thousand lines of commercial activity you are engaged in—no matter which of a thousand problems of quick transportation confront you—one or both of these REO Motor Trucks will meet your conditions.

**SERVICE IS PARAMOUNT** in modern business—the facilities to deliver promptly and with dispatch the articles your customers need—whether the product of the farm or factory or the daily order from the store.

**OF COURSE SOME LINES** of business call for more than one type of motor truck—one of great carrying capacity to handle the in-coming tonnage, and delivery from the central warehouse to the various distributing points—from which the smaller loads are handled by lighter, faster trucks to destination.

**SUCH USERS FIND** that a combination of the two REO models is ideal—one or more of the 2-ton trucks and several 1500-pound Speed Wagons.

## 2-Ton Reo

THEN THERE ARE others who require only one type of truck.

**MANUFACTURERS, WHOLESALERS** and Jobbers of heavy or bulky articles are partial to the 2-ton Reo.

**COMMERCIAL DAIRYMEN** all over America use this powerful, reliable Reo—and are unanimously enthusiastic over its performance and its extremely low cost of up-keep.

**IT IS A COMMON THING** for a dairyman to carry 60 to 80 10-gallon cans of milk on this truck—a load of nearly twice its rated (2-ton) capacity.

**SOME BIG CONCERNS** in metropolitan centers, who use fleets of motor trucks, tell us that they rely on their Reos as confidently as on railway time-tables—the Reos are even more accurate on the schedule.

**AND AS FOR UP-KEEP**—why, we wish you could talk to every owner of a 2-ton Reo. You'd hear figures that, did we use them in an ad, would be incredible to you, much as you value the word of Reo.

**IN SIX MONTHS**—yes, in less time than that—this Reo will pay for itself. And when you realize—when you've proven to yourself by your own figures how much lower is the maintenance cost and how much greater the efficiency—you'll wonder how you delayed so long in making the change.

**CONCERNING BODIES**: There are so many lines of business to which Reo motor trucks are applicable, and these call for such diversity in bodies, it is impossible for any manufacturer to make them all.

**YOU CAN HAVE ANY KIND OF BODY** to fit either of these chassis made by your local wagon maker—or we will furnish you blueprints and photos and refer you to reliable concerns who will do it for you.

**IF ALL ELSE WERE EQUAL**—quality of the product, and price, and the guarantee back of it (and we think you'll agree there's no other guarantee quite so good as Reo's)—still good business would dictate a Reo Motor Truck in preference to any other.

**ON SERVICE GROUNDS REO IS THE BEST BUY.** More than 1500 dealers handle Reos and so, no matter where you may be, always there's a Reo representative at hand ready, willing—yes, eager—to give you any service or instantly supply any part you may need.

**REO MOTOR TRUCK COMPANY**  
LANSING, MICHIGAN

**REO MOTOR CAR COMPANY**  
BROADWAY AT 54TH ST., NEW YORK

## REO 2-Ton Heavy Duty Truck



\$1650